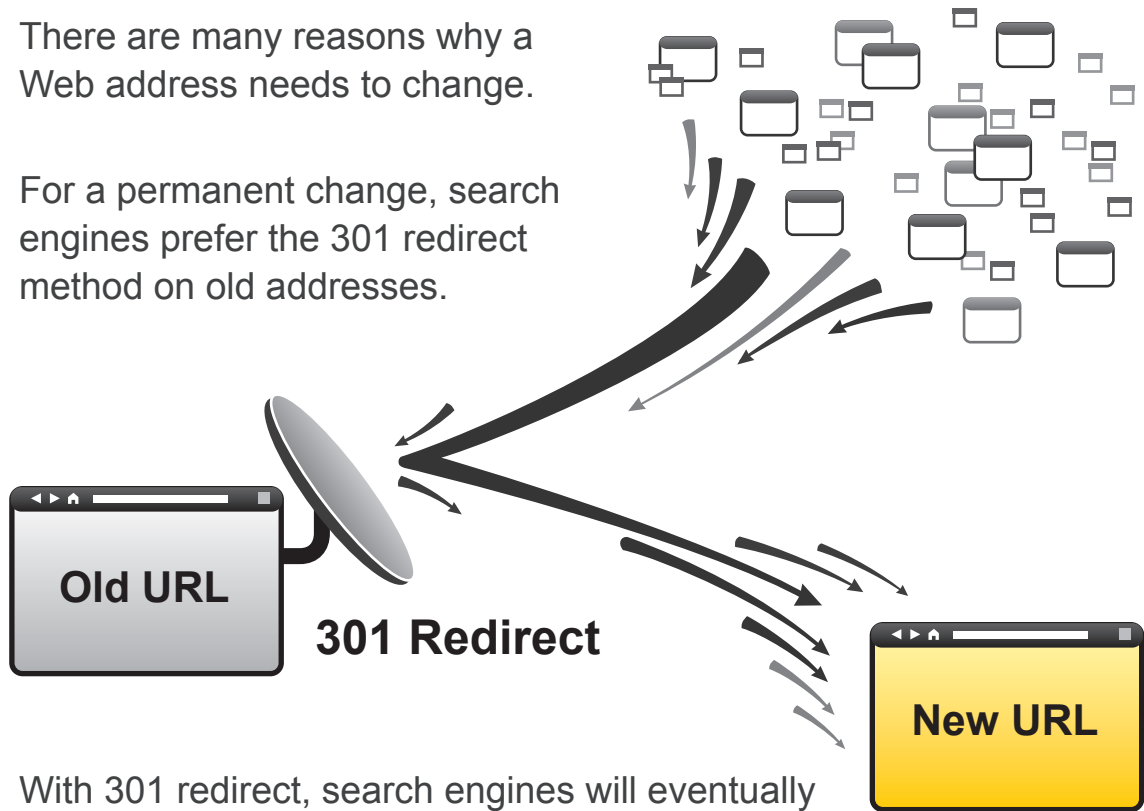


The Power of 301 Redirect

- 1** There are many reasons why a Web address needs to change.
- 2** For a permanent change, search engines prefer the 301 redirect method on old addresses.



- 3** With 301 redirect, search engines will eventually transfer the value of all established inbound links from the old address to the new one